

Meeting Date: September 25, 2013

Page 1



SACRAMENTO - SAN JOAQUIN

DELTA CONSERVANCY

A California State Agency

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Request for *approval* to enter into a contract to receive funds from the Economic Development Administration in the amount of \$197,500, in support of the Delta Branding Project. Staff also request Board authorization to enter into contracts with consultants to support this project after an *Invitation For Bid* process is completed.
September 25, 2013

RECOMMENDATIONS

Staff requests board authorization for the Executive Officer to enter into a contract with Economic Development Administration (EDA) for \$197,500 in support of the Delta Branding Project. Staff also requests board authorization for the Executive Officer to enter into contracts with an as yet to be determined consultant in support of this project.

PROJECT DESCRIPTION

The Conservancy has been in discussions with the EDA since August of 2012 to obtain funding for the Delta Branding Project. A full proposal was submitted in early July 2013. In mid-August 2013, the EDA informed the Conservancy of their intent to support the project and also asked the Conservancy to re-focus the grant solely on marketing and to increase the amount requested from the EDA. With branding underway—in conjunction with the Delta Protection Commission (DPC)—staff re-worked the grant proposal to the EDA, increasing the scope of the marketing component and more than doubling the budget.

The Delta marketing project takes off where the branding project will end and will build on the efforts of brand development. Funds will be used to hire consultants to work with the community to: (1) develop and support a tourism infrastructure in the Delta; (2) develop a marketing plan; and (3) implement the marketing plan.

BACKGROUND

The DPC's Economic Sustainability Plan and the Conservancy's Strategic Plan note the importance of developing a Delta brand and marketing strategy. The ESP states, "A significant operational constraint for future growth in recreation demand is that there currently exists no Delta brand, overall marketing strategy, or significant-scale focal point area."

Community meetings held to gather information for the Conservancy's strategic planning process identified a need for a Delta brand and marketing plan, as well. Strategy 2.1.2 of the Conservancy's Strategic Plan calls for the development of a branding program.

Meeting Date: September 25, 2013

Page 2

The DPC was able to contribute funds to the project in mid-2013, allowing phase one—brand development—to move forward. Phases two and three—marketing plan development and implementation—were waiting for phase one to get underway and for funding to be secured. The EDA grant provides the Conservancy with the funds necessary to fully implement Delta branding and marketing.

BUDGET

Total grant funds are \$197,500. Of these funds, \$185,000 will be used to hire a consultant to assist with the project and \$12,500 can be used by the Conservancy for supplies, travel, and equipment.

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